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Market-Promotion Program

Paying Off ---

U.S. Sells More Poultry To West Europe

U. S. poultry producers have a new and important market for frozen, ready-to-cook poultry meat in Western Europe. In 1958, 22.5 million pounds of U. S. poultry went to Western Europe, compared with only 660,000 pounds 3 years earlier - 34 times as much. U. S. poultry shipments to that area were virtually nonexistent 5 years ago; now it is our biggest poultry export market.

This rapid increase in U. S. poultry exports is mainly due to the joint market-promotion program started 3 years ago by the U. S. Department of Agriculture and the Institute of American Poultry Industries, representing the U. S. poultry industry. They are working together as a team to open new markets for American poultry.

Today, it is a familiar sight to see German, Swiss, Dutch or other European housewives buying U. S. poultry in their local meat markets. And like U. S. housewives, they are pleased with the appearance, quality, and reasonable price of the product. Likewise, European restaurant and hotel operators are trying large, broad-breasted U. S. turkeys. The favorable response from their patrons is bringing repeat orders.

What is behind this phenomenal increase in U. S. poultry sales to Western Europe?

First, the opportunity was there for the U. S. poultry industry to compete. Europe's poultry industry is primarily an egg-producing industry. Poultry meat is largely a byproduct and does not compete successfully with red meat. Per capita consumption of poultry meat averages only about one-seventh that in the United States.

Therefore, high quality, competitive, ready-to-cook American poultry is a natural product for introduction to European consumers.

Second, the USDA and the Institute have teamed up effectively in an extensive market-promotion campaign to take advantage of this potential market. In this joint program, the latest techniques are being used to introduce ready-to-cook poultry to the European trade and consumers, particularly in West Germany, the Netherlands and Switzerland.

This Picture Story shows typical promotional methods being used.



INTERNATIONAL TRADE FAIR EXHIBITS

BN-8567-Ready-to-cook turkeys and broilers were new to Giulanne Minuta, a home economics counselor in Cagliari, Sardinia, as they were to most European consumers who have visited USDA-Institute exhibits. Here, at the 11th Samples Fair in Cagliari, H. W. Zirolì, IAPI Director for Italy, describes the quality of the products and explains how they are thawed and prepared for cooking.



Millions of European consumers and trade people have admired U. S. ready-to-cook poultry attractively displayed in U. S. exhibits at international trade fairs in Europe during the past 3 years. This, along with other promotion activities, has helped to overcome any hesitancy of European importers at handling a new product - frozen, ready-to-cook poultry.

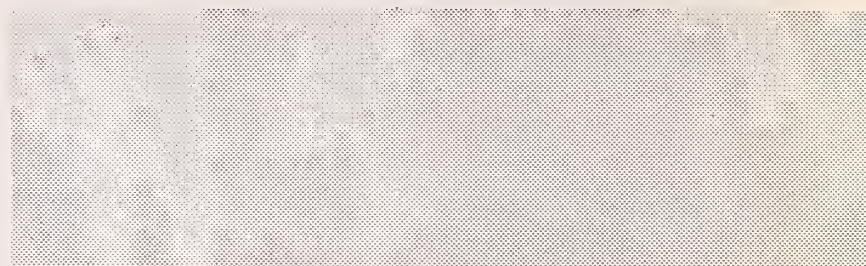


BN-8571 - U. S. precooked, frozen poultry intrigued London housewives at the British Food Fair. Here, they admire the quality and many advantages offered by these convenience products.

BN-8570 - U. S. frozen poultry displays have attracted thousands of trade people and importers at international trade fairs. Here, Mr. and Mrs. A. J. Masterton, Singapore Cold Storage Co., Ltd., talk poultry with Joe Parker, IAPI, at the British Food Fair in London. The Singapore firm regularly handles U. S. frozen poultry products, which are in demand by European residents of the area.



BN-8568 - "Ummmm!! good!" was the reaction of these German girls and thousands of others as they had their first opportunity to sample U. S. fried chicken at the International Trade Fairs in Cologne and Munich. The U. S. exhibits offered a piece of chicken, a bun, some fruit, and honey for the equivalent of 25¢. Thousands of Germans took advantage of this introductory offer.



BN-8569 - Buffet-receptions, held in connection with International Trade Fair exhibits acquaint top officials and trade people with U. S. poultry products. Here, Phil Eckert, U. S. Agricultural Attache, offers Miss Germany of 1958 a sample of fried chicken at a Munich Trade Fair reception. Herb Ford (left), poultry marketing specialist, USDA, also assisted with the promotion activities.



SPECIAL EXHIBITS

Supplementing the larger International Trade Fair exhibit program, IAPI also has been sponsoring local exhibits and promotion activities in various countries to acquaint consumers with U. S. products. Working with leading importers and poultry retailers, the Institute reaches many potential customers with these smaller exhibits.



BN-8558 - The Institute's exhibit of American turkeys and chickens attracted many Dutch hotel and restaurant owners and thousands of consumers at the CONVO Fair in Zutphen, the Netherlands. Visitors thronged to the U. S. poultry exhibit and tried their luck in a turkey weight-guessing contest. Winners received prize turkeys each day.



BN-8559 - European hotel and restaurant owners have had a chance to see and sample U. S. poultry products at buffet-receptions. Here, the manager of the Hotel S-Gravenhof in Zutphen, the Netherlands, admires a large roasted, broad-breasted American turkey. C. E. Sidler, European Director, IAPI, who was in charge of the buffet, pointed out to hotel and restaurant guests the many advantages of turkey and ways of serving it.



BN-8560 - The Willam Post Family enjoy their first taste of U. S. roasted turkey in their home on van Kolstraat St., Zutphen. Leonard van der Veldon, associated with a leading importer of U. S. poultry in Rotterdam, carves the large bird. He also instructed Mrs. Post in its preparation and cooking.



BN-8557 - A Dutch couple visits the U. S. poultry exhibit at the Zutphen Fair. Institute representatives emphasized the high quality and culinary advantages of ready-to-cook poultry.

POULTRY PROMOTION---FROM BUSINESS MAN'S VIEWPOINT

The continual on-the-spot work of U. S. poultry marketing specialists with leading poultry importers on storage, handling, and merchandising has aided the increased sales of U. S. poultry in the European market. U. S. agricultural attaches have worked with local officials and trade leaders to help alleviate any fear that U. S. poultry will harm the local industry. Leading poultry importers, after seeing consumer acceptance of U. S. poultry in the retail market, have stepped up their own promotional efforts.



BN - 8562 - IAPI representatives, located in European offices, continually work with poultry importers to help increase the sales of U. S. poultry. Frans Schmidt (center), IAPI Director for Switzerland and Germany, and a representative of a Swiss importing firm (left) examine U. S. poultry on display in a Zurich store. American poultry is competitive with locally produced and other imported poultry products, and sales are increasing.



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BN - 8564 - Swiss housewives like the quality, appearance, and price of U. S. ready-to-cook poultry. In a leading supermarket in Zurich, a housewife examines and buys a ready-to-cook fryer.



BN - 8565 - MIGROS Stores, large supermarket chain in Switzerland, is one of the leading importers of U. S. ready-to-cook poultry. It uses the latest merchandising and advertising techniques in promoting these products. Here, Max R. Gagliardi, head buyer for MIGROS, looks over a file of recent newspaper ads featuring U. S. poultry.

BN - 8563 - Barbecued chicken is a favorite with the Swiss. Following a correct trend in the U. S., leading stores offer this delicacy to their customers. Here, a Swiss attendant prepares U. S. broilers on the spit in a store in Zurich.